

Covers the Torrance District Like a Blanket.

Torrance Herald

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FORD BUYS SITE FROM RAILROAD COLUMBIA STEEL CORP. ADVISES EMPLOYEES TO LIVE HERE ENO RUBBER COMPANY MOVES TO TORRANCE

Locates Shop at Harbor

Big Plant To Go Up on Union Pacific Industrial Tract

MEANING TO TORRANCE

Fortune of This City as Santa Fe Factory Center Indicated

By THE OBSERVER

The action of Henry Ford in purchasing 40 acres of land at Long Beach idewater from the Union Pacific System and his company's announcement that a large assembly plant to employ 1200 men at the outset, is regarded here as an enlightening indication of the value to a community of an industrial district owned and promoted by one of the great railway systems.

It is announced in Long Beach that the Union Pacific first interested the Ford company in its Long Beach site. Negotiations were then carried on among Ford executives, the Union Pacific System and Long Beach city and Chamber of Commerce officials.

City to Spend \$140,000 The City Council of Long Beach Tuesday authorized the city clerk to sign a contract with the Ford company whereby the city agrees to widen a channel for the company at a cost of \$140,000.

Interpretation of the success of Long Beach in securing this big plant stresses the fact that the Ford company purchased its site from the Union Pacific, which is significant to Torrance, in that the Santa Fe company owns 800 acres in Torrance, which it proposes to use for industrial development.

In planning this development the company has asked Torrance to vacate a number of "paper" streets, which cost Torrance nothing and which should be vacated, under reasonable conditions, so that the company may replan the district to suit industrial purposes.

Santa Fe Aid Shown The assistance of the Santa Fe in developing Torrance industrially is eloquently illustrated by what the Union Pacific has done for Long Beach.

The Ford assembly plant at Los Angeles will be moved to the new Long Beach site, Ford executives explain. The fact is of vast importance to the entire harbor district.

Ford found operating costs in Los Angeles too high. Said one of the Ford high western managers, "We are losing money every day we operate" here.

That statement should give other Los Angeles manufacturers pause, and no doubt will do much to speed the certain movement of industrial Southern California to this part of Los Angeles County.

Torrance is well located for new industries. Torrance has the assistance of the Santa Fe, and Torrance should do everything within reason to hurry development on the Santa Fe acreage here.

Lancaster Family Going to Alaska

Dr. and Mrs. J. S. Lancaster and two children will leave Torrance for a trip to Alaska Saturday. They will motor to Vancouver, where they will board a boat for Alaska. Dr. George P. Shidler will take over his partner's practice during the absence of the latter. Dr. Lancaster and family will return to Torrance about Aug. 1.

INDUSTRIAL CARAVAN HERE

The First Industrial Booster Caravan, about 300 strong, arrived in Torrance today. The Industrial Caravan is sponsored by the Los Angeles Chamber of Commerce.

Tea Set, six Optic colored glass and jug, Friday and Saturday only, Special \$1.99. Torrance Hardware Co.—Adv.

TORRANCE NEW PLAYGROUND TO OPEN JULY 6TH

The Torrance summer playground on the local school property will open next Tuesday under the supervision of J. M. Carter.

Mr. Carter announces that he is organizing a baseball league for boys and that horseshoe pitching and ring throwing apparatus will be ready for use Tuesday.

A twilight baseball league is in process of formation. Several commercial organizations have promised to enter teams.

The new lighted tennis courts are nearing completion and promise to be popular during the summer.

Independence Day Lutheran Service At Theatre Sunday

Rev. W. Lange, pastor of the First Evangelical Lutheran Church of this city, recently received a letter from the general President of the synod to which the local congregation belongs, in which all Lutherans were urged to observe Independence Day, 1926, with special services.

Rev. Lange will base his sermon Sunday on the theme, "Our Church and Our Country."

The services will be held at the Torrance Theatre on Sartori street and will begin at 8 o'clock. Special music for the day will be rendered by Miss Lydia Lange of Los Angeles.

All Lutherans and others interested are cordially invited to attend this service.

PASS THE FANS

Mrs. W. E. Bowen has returned from a visit with Mr. and Mrs. J. A. Bowen and Mr. and Mrs. Walter Bunn, of Caruthers, near Fresno. Mrs. Bowen says if you think it's hot here—go up to Fresno; the thermometer stood at 120 degrees in the shade Saturday.

FREE VACATION

While you sit here reading this paper, you can save enough money to take you on a vacation—at least a good trip over the Fourth of July.

HOW?—Simply by taking advantage of the savings offered in the advertisements published in this issue. This paper is filled with OFFERS TO SAVE YOU MONEY—real, honest, substantial discounts on reliable goods. Advertisers are competing sharply for your July 4th business, and they are sacrificing a large share of their profits to get it.

Read the advertisements and cash in on the BIG SAVINGS on Automobiles, Tires, Dresses, Shoes, Bathing Suits, Batteries, Luggage, Camping Goods, Radios, Phonographs, Glassware, Groceries, Meats—even to FIREWORKS. READ THE ADVERTISEMENTS AND SAVE MONEY!

Aimee Greets Ladies

Introduces Self to Torrance Women at La Venta Bridge Party

MOTHER, SON WITH HER

Matrons Surprised as Evangelist Steps Into Room With Family

Aimee Semple McPherson surprised 30 Torrance society matrons Tuesday afternoon.

The occasion was a Bridge party at La Venta, hilltop inn of the Palos Verdes Estates.

The Torrance ladies were enjoying their game when one of them recognized the evangelist, who passed through an adjacent room.

Quickly the news that Mrs. McPherson was at the inn spread from table to table.

A number of times Mrs. McPherson appeared at points within the vision of the Bridge players, who manifested a natural desire to see the woman who is being featured so prominently in the public press.

Aware that she was the center of attraction, Mrs. McPherson suddenly and to the surprise of all entered the main room where the Torrance ladies were playing Bridge.

Deep silence pervaded the room. "I see that you are interested," she said quietly. "I wish to thank you for your interest. This is my mother and this is my son Rolfe. Thank you very much."

"Thank you," one lady called as the evangelist retired through the door.

Calm reigned again at the Bridge tables—the calm that veneers suppressed excitement.

The appearance and words of the evangelist were variously interpreted by the Bridge players.

All Lads Asked To Scout Fires Thursday Nights

Boy Scouts of Torrance invite boys who are not Scouts and adults to attend their weekly campfires, which will be held each Thursday night at the Scout Clubhouse, Carling street and Cota avenue. The first of these campfires will be tonight. The events will continue through the summer. Interesting programs will feature each gathering.

MOTHERS' CENTER

The regular meeting of the Mothers' Educational Center will be held at the Women's Clubhouse tomorrow, Friday, July 2, from 10 a. m. until noon.

JUDGE CLARKE, CANDIDATE FOR SENATOR, TALKS

Judge Robert M. Clarke of Los Angeles, candidate for the Republican nomination for United States senator from California, spoke this noon at the luncheon of the Rotary Club of Torrance.

Judge Clarke is a native Californian, born in Ventura County on March 5, 1878. His father and mother were early California pioneers. He attended the public schools in Ventura County, studied law, and was admitted to the bar in 1900. He was elected a member of the California Legislature the same year, at the age of 21 years. He has served as city attorney of



ROBERT M. CLARKE

his native city, and in 1908 was elected judge of the Superior Court of Ventura County, where he served for six years. In 1915 he moved to the city of Los Angeles and became assistant attorney general, in which office he remained for a period of two years.

Since that time he has been engaged in the general practice of the law, and in 1924 was president of the Los Angeles County Bar Association. Judge Clarke was president of the Board of Freeholders which drafted the new Los Angeles city charter, and is at present a member of the Los Angeles Board of Harbor Commissioners.

He has long been active in Republican politics in the state, and in 1922 was vice-chairman of the Republican state central committee.

Christian Church Patriotic Services

The First Christian Church will hold services Sunday as usual.

Both services will be of a patriotic nature. The subject in the morning will be "The New Patriotism." In the evening the subject will be "Can the Church Prevent Another War?"

Special patriotic music will feature each meeting.

Notice Posted to Men

W. L. Booth Adopts Preferential Policy for Local Residents

WISH LOCAL RESIDENCE

Statement at Big Plant Tells Workmen Company's Desires

The Columbia Steel Corporation has taken official action to decrease the number of Torrance workmen who live elsewhere.

Hereafter the company will adopt a policy of preference for Torrance residents.

This was assured when W. L. Booth, manager of the Columbia Steel Corporation's Lewellyn Mills here, caused to be posted at the factory the following notice:

COLUMBIA STEEL CORPORATION Lewellyn Mills Torrance, California GENERAL NOTICE

The Columbia Steel Corporation wishes to announce that local residence is desired of our employees.

In employing men, everything else being equal, preference will be given to Torrance residents.

COLUMBIA STEEL CORPORATION W. L. BOOTH, Manager

The Columbia Steel Corporation is one of the largest industries in Torrance and recently announced plans for substantial expansion in the foundry.

In an enviable position in the steel industry, the Columbia promises to grow steadily. Its new policy as announced in the general notice will do much, it is believed, to decrease the number of commuters.

OFFICIAL REPORT. LITTLE A. E. F., AVALON, JUNE 26 AND 27, CENSORED BY POST COMMANDER

The 1926 Little A. E. F. is now HISTORY, long to be remembered by those participating. The following prominent Torrance Legionnaires and their wives attended (Deleted by Censor). The world known slogan "The Isle with a Smile" is understood better than ever before. In fact it is known that the "SMILE" is much more noticeable since last Saturday night. "No Buddy was hurt." If you want to know any more, come next year and find out for yourself.

Observations

The Disappearance of Aimee Semple McPherson and the Decline of Social Decency Among Men and Women of Today

By W. HAROLD KINGSLEY

ONE of the noble traditions of decent society dictates that no lady or gentleman will gossip viciously about a woman.

But alas! It is a tradition that seems about to die. Like so many of the wholesome social amenities it is engulfed in the flood-tide of indecency that marks modern times.

I AM thinking, of course, of the case of Aimee Semple McPherson. Mrs. McPherson disappeared. She says she was kidnaped. If you were on a jury to decide the truth of her story you would be charged to judge the question by the evidence alone. You would be told to assume her story was true until it was proven false.

Social custom should grant Mrs. McPherson the same fairness that she would receive in a court if the truth of her story were on trial.

I am frank to admit that I myself was among those who flouted Mrs. McPherson's story when she first appeared at Douglas. I am ashamed to admit that I gave voice to numerous unwarranted theories regarding her disappearance, all based on "hunches," hearsay, and most of which were uncomplimentary.

Second thought, however, convinced me that I was not only being unfair, but violating one of the obligations of a gentleman by mouthing questionable theories regarding a woman.

NO gentleman should attack the character of a woman. I am sure all society accepts that. If a man doubts the integrity of a woman he is a gentleman if he keeps his mouth shut about his doubts. He is not a gentleman if he gives voice to his theories. And so I say that he who whispers to his neighbor that Aimee McPherson lies when she tells her abduction story; he who presents hearsay facts to drag her name down—whether he be honest in his conviction or not, is violating a noble and ancient social amenity.

IN the gentle Mid-Victorian age, I am sure that any man worthy of the designation of gentleman would have cast out of his circle any other man who sought to cast suspicion on a lady's name in public. There were many customs in those days that are now well relegated to limbo, but the protection of a woman's name is not numbered among them.

THIS is not written with any idea whatsoever of presenting any theory about Mrs. McPherson's disappearance and her reappearance. Her case, with its subsequent public mouthings, merely brings to attention a dying social nicety.

SOME of the unsubstantial gossip about Mrs. McPherson, heard in all places and in public, are worthy of a Billingsgate fishmonger. The times are sad indeed, and social customs deplorably deteriorated when otherwise decent men and women allow themselves carelessly to banter about the name of a woman in the loose fashion that characterizes almost every conversation about Mrs. McPherson.

If we doubt this lady's story, that is our privilege. But unless that doubt is substantiated, we should hold our tongues. And even if it were substantiated, we would do just as well, even then, to forget the whole affair and get about our business. At least we should try to be ladies and gentlemen.

THE McPherson case brings to point another phase of changing social relations.

The position of women has altered materially since 1900. Assuming the rights of men, demanding still more equality in the eyes of the world, women have injured rather than helped themselves in the eyes of men.

NOT many years ago, before suffrage for women was to alter and improve all things, men who were men would fight rather than allow another to besmirch a woman's good name. Today—since women have attained their "equal" rights—men pay little attention about the name of a woman in the loose concerning a woman's morals or her chastity.

I WONDER if women realize that. I wonder if they know that in this modern movement to "lift themselves up" to the level of men in mundane things, they have in reality lowered themselves to a level to which men of their own volition never would have allowed them to drop.

(Continued on Last Page)

Rubber Factory Bought

Growing L. A. Corporation Moves Shop to Former Tire Plant

TO START MILL TUESDAY

Roy R. Musser, President, Lauds Chamber of Commerce for Activity

A year's negotiations ended successfully for Torrance yesterday when Roy R. Musser, president of the Eno Rubber Corporation, announced the purchase of the Hendrie Rubber Tire Company's plant here and the immediate removal of the Eno company's factory from Los Angeles.

The acquisition of the Hendrie plant by the Eno company brings to Torrance a substantial and rapidly growing industry with more than 200 employees, a widely developing market, and a company little given to employment fluctuations.

At Work Tuesday Mr. Musser told The Torrance Herald yesterday that the rubber mill at the former Hendrie plant will be in operation next Tuesday morning and that the company's complete equipment and machinery now in the Los Angeles factory will be installed and operating here by July 15.

The Eno Rubber Corporation manufactures no tires. Its products include all kinds of mechanical rubber goods, oil well and railway car equipment, repair stocks, hose, blow-out shoes, gaskets of all varieties, rubber banding, tubing, matting, and all sorts of rubber specialties.

The Hendrie plant of about 20,000 square feet of floor space is located on a 2 1/2-acre tract near the Pacific Electric tracks on Border avenue.

Plant is Ideal The plant is ideally suited to the requirements of the Eno corporation, according to Mr. Musser, who said that the tire-making machinery will be taken out immediately and replaced by the company's own rubber specialties.

The Eno corporation's plant is now located at 1026-32 Los Angeles street in Los Angeles. The company's rapidly increasing business necessitated a move. Mr. Musser said yesterday that the plant is equipped with orders that the men have worked three nights this week.

The Hendrie plant will enable the company to increase its volume and take care of its growing orders.

Praaise Musser Mr. Musser, in announcing the move to Torrance, Mr. Musser was high in his praises of the Torrance Chamber of Commerce.

In this connection, he said: "The best things I could say about your Chamber of Commerce and its secretary, Mr. Hyde, would not be good enough. Mr. Hyde has aided me in a thousand ways. Torrance should be proud of such an intelligent and active Chamber of Commerce and such a secretary. The work done during our negotiations by your Chamber of Commerce and its secretary, Mr. Hyde, is greatly responsible for our coming to Torrance. I have called on them so much that I almost felt as though I were imposing, and I certainly wish the people of Torrance to know its Chamber of Commerce is on the job in an intelligent, capable and efficient manner all the time."

Muesser Gives Tip Mr. Hyde first learned of the Eno company's desire to move from Charles Mueller, Torrance agent of the Pacific Electric. Mr. Hyde called on Mr. Mueller, and negotiations over a long period ended in the purchase of the Hendrie plant by the Eno company.

Many employees of the new Torrance industry will live in Torrance. Several already have moved here and more are coming, according to Mr. Musser.

Oh, look! Fence lumber, \$15 per 1000. Consolidated Lumber Co.—Adv.

The Judge - He Had A Lot of Horse Sense - by M.B.



This will introduce to the readers of the Herald a new comic strip—The Judge, which will appear regularly in this paper. The acquisition of this new strip is in line with our policy for a constantly improved newspaper.—Editor.